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Rotary: President-Elect,
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Rotaract Club

Work: Principal,
Go Public Social



Welcome to

facebook

and Twitter, Instagram, YouTube, LinkedIn,
Pinterest, Snapchat, Vimeo, Reddit ...

By Thomas Miller and Sammy Li

Rotary

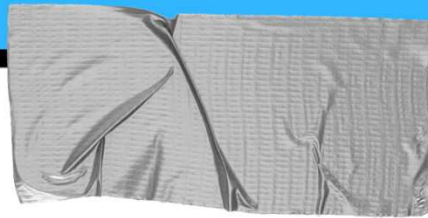


Today's Take-Away

There's very little difficulty in setting up a Facebook page.

99.9% of the work is getting people to find and notice you.





1. Intro

Starting, promoting, maintaining, and more promoting, and more maintaining... to even get a reasonable following.

- **2. Admin Structure**
How to organize structure so your page is manageable.
- **3. When nobody likes you and your page**
Get people to notice and give people a reason to care.
- **4. On-going effort**
It's not the solution. It's only part of the solution.
- **5. Content**
How and what to post.





Tip

Based on recent study,
estimated 70% of
facebook pages are
inactive

Which is the better?

**a) many unique pages each with
focused posts, OR
b) ONE reputable page?**





Just have one exciting page!

More people.

More reputation.

More engagement.

(With a little help from your members)

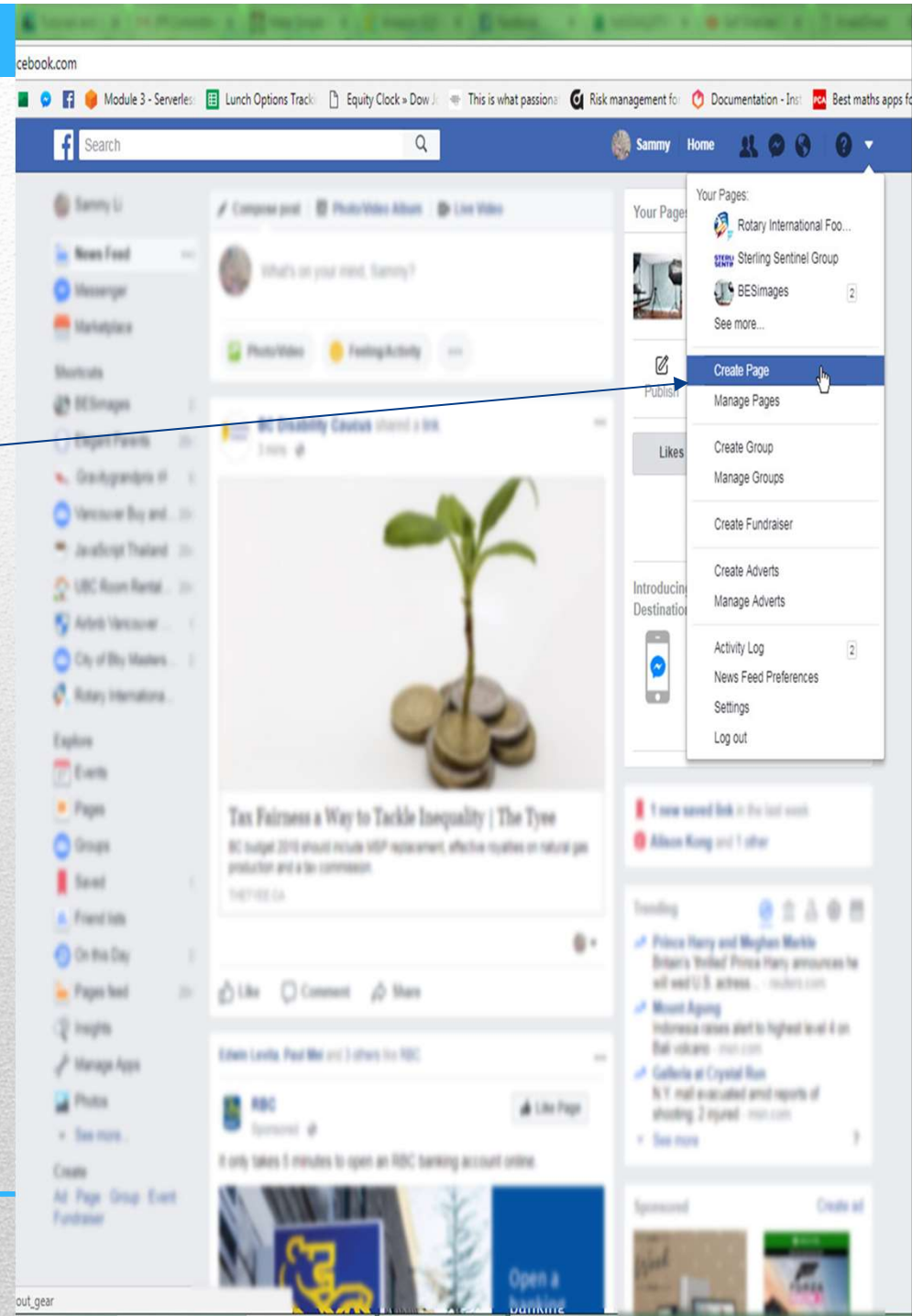


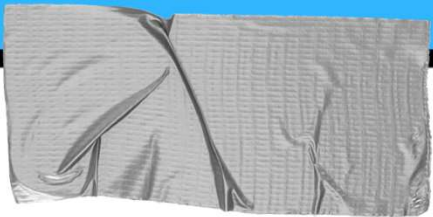
Tip

Remember. Basic human psychology applies on social media.

The more people are talking, the more people will think it's important.

ARE YOU READY?





2. Admin Structure

How to organize structure so your page is manageable.

- **Power struggle**
Who is doing what.
- **How to configure everything?**
Settings, Configuration, Permissions.



Page Roles

Have many Editors!! But only let critical people have Admin Role.

The screenshot shows the Facebook Page Roles settings for the page "Rotary International Food Festival - RIFF". The left sidebar contains a menu with options: General, Edit Page, Post attribution, Notifications, Messenger platform, **Page roles** (highlighted with a blue arrow), People and other Pages, Preferred Page Audience, Partner apps and services, Branded content, Instagram, Featured, Crossposting, Page Support Inbox, and Activity Log. The main content area is divided into sections: "Page roles" (with a description and a "Learn more" link), "Sections" (with links for "Assign a new Page role" and "Existing Page roles"), "Assign a new Page role" (with a search bar, a dropdown menu set to "Editor" with a blue arrow pointing to it, and an "Add" button), and "Existing Page roles" (listing "Sammy Li" and "Doug Rennie" as Admins, each with an "Edit" button). A blue arrow points from the text "But only let critical people have Admin Role." to the "Admin" role of "Sammy Li". A "Tip" box in the top right corner says: "Tip Get more people on board to post / update / share. You'll need it."

Rotary International Food Festival - RIFF

Page Notifications Insights Publishing Tools

General

Edit Page

Post attribution

Notifications

Messenger platform

Page roles

People and other Pages

Preferred Page Audience

Partner apps and services

Branded content

Instagram

Featured

Crossposting

Page Support Inbox

Activity Log

Page roles

Everyone who works for the page has a different role depending on their permissions. [Learn more](#)

Sections

[Assign a new Page role](#)

[Existing Page roles](#)

Assign a new Page role

Type a name or email address

Editor

Add

Can send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view Insights, respond to and delete Instagram comments from the Page, and edit Instagram account details from the Page.

Existing Page roles

Admin

Can manage all aspects of the Page. They can: send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view Insights, respond to and delete Instagram comments from the Page, edit Instagram account details from the Page, and assign Page roles.

Sammy Li
Admin

Edit

Doug Rennie
Admin

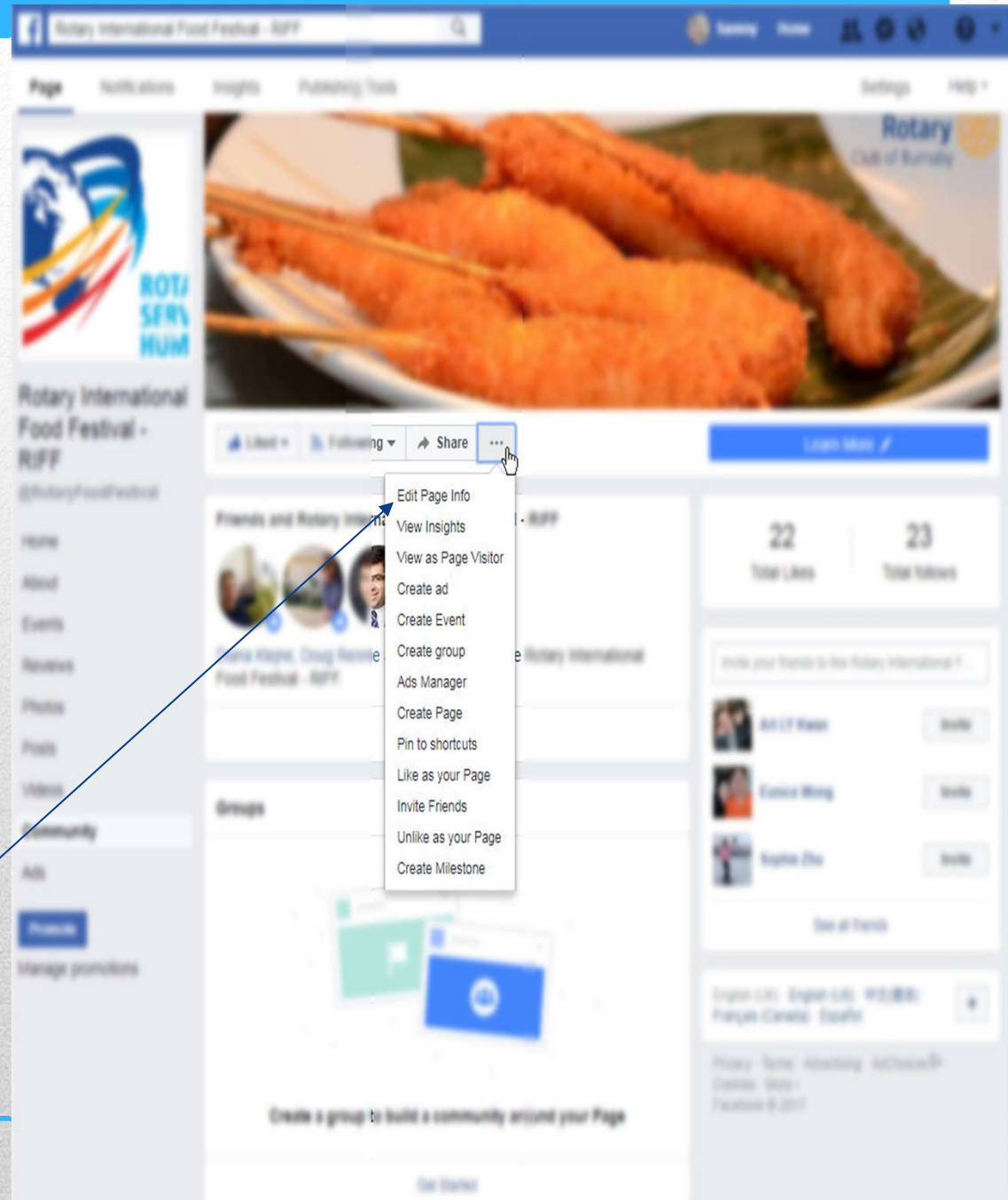
Edit

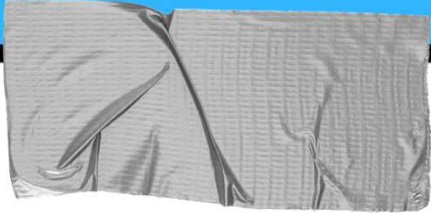
Tip

Get more people on board to post / update / share. You'll need it.

What Settings?!

The most important things you must update though are About section, Mission, Company Description, Phone number, and address.





3. When nobody likes you or your page

Get people to notice and give people a reason to care.

- **Quick and Dirty**
The brute force method.
- **Keep posting, keep sharing**
Hints on not so obvious stuff.



Get People to like you, ASAP

Ask all your **club members** to click **like**.

Ask all your **family** to click **like**.

Ask all your **friends** to click **like**.



Know any friends who might like your Page?
Help more people discover your Page by inviting friends to like it.

Search for friends to invite

Invite

Invite

Invite

Invite

Invite

Invite



Social Proof

You need **trust**, like in person to person interactions.

Give inbound links to your page! Google will view your page as more authoritative and place your page higher in search results. That is why it is very important to bloggers when they have their content linked to from other websites, blogs, etc.

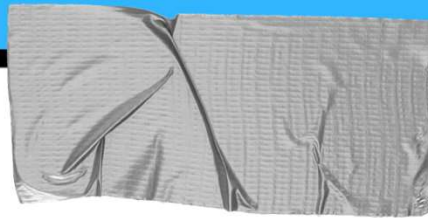
From inside to outside

Where it is appropriate, include a link to your Facebook page from your other digital channels, like your website, blog, Twitter profile, etc.



Tip

A successful marketing strategy requires good teamwork. Cross-promotion is a winning strategy.



4. On-going effort

A Facebook page is not the solution. It's only part of the solution.

It's not like print ads where readers can't talk back. You want your audience to be interacting with you!

- **Keep posting, keep sharing**
Post new content, answer questions, keep topics engaging.
- **A little bit about pay for play**
Insights and results.



Facebook has more than a billion active users:

The platform has 1.71 billion monthly active users and 1.13 billion daily active users, on average.

Facebook boasts 1.57 billion mobile monthly active users and 1.03 million mobile daily active users, on average.

Facebook Lite, an app designed for the developing world's slower internet connections, has 100 million monthly active users.

But it's a small world after all:

Everyone on Facebook is connected to one another by an average of 3.57 degrees of separation.



Content is KING

Nestle produces more than 1,500 pieces of marketing content each day for its 800+ Facebook pages.



Tip

In social media, having quality is great, but having quantity is just as important.

Ads

(aka sponsored posts) can help...But

- Typically you see numbers spike and then drop right down.
- It's very hard to measure return on investment.
- Beware: Exposure or Engagement does not equal Results (eg. \$\$\$).
- As with google and other major search engine. (Interesting) content is king.

Tip

Make sure to monitor your spending and set limits. Take time in planning so your dollars doesn't go to waste.

Rotary International Food Festival - RIFF

Page Notifications Insights Publishing Tools Settings Help

Overview Promotions Followers Likes Reach Page views Page previews Actions on Page Posts Events Videos People Messages

Actions on Page
20 November – 26 November
We don't have data to show you this week.

Page Views
20 November – 26 November
We don't have data to show you this week.

Page previews
20 November – 26 November
We don't have data to show you this week.

Page Likes
20 November – 26 November
We don't have data to show you this week.

Reach
20 November – 26 November
1
People reached ▼ 75%
We don't have data to show you this week.

Recommendations
20 November – 26 November
We don't have data to show you this week.

Post engagements
20 November – 26 November
We don't have data to show you this week.

Videos
20 November – 26 November
We don't have data to show you this week.

Page followers
20 November – 26 November
We don't have data to show you this week.

Help your audience take action
Want more people to click the call-to-action button on your Page? You can create an ad that promotes it to the people who matter to you. [Promote](#) [Learn More](#)

Recent promotions on Rotary International Food Festival - RIFF
Ad activity is reported in the time zone of your ad account. [+ Create New Promotion](#)

Image	Promotion Name	People reached	Page likes	Cost	Actions
	Page promotion Completed BUY TICKETS NOW for the ROTARY Internatio...	1,272	17	\$27.96 Spend of \$1.00 per...	View Results

[Manage all promotions](#)

Nothing Worth Having Comes **Easy**

Tip

A well thought out process is needed since a good following takes years to build. Plan long term for this. An inactive social presence makes people think your club is dead.



5. Content

- **Tell your story**
How to tell your Rotary story through social media.
- **What's in a post?**
Videos, hashtags and @ symbols.



Content

- Content is King
- Quality AND quantity
- Keep it tight



Content Writing

- The first 18 characters of a Facebook post serve as the meta description
- That text will be considered the SEO title for that update
- Including [direct links](#) to your associated websites in your updates is also a good practice to follow

Micro Content



- [Your members](#)
- [Your club](#)
- [Your projects](#)
- [Your district](#)

Macro Content

- Rotary International
- Rotary Partners (i.e. Shelterbox)
- Inspiring content from other clubs/districts around the world

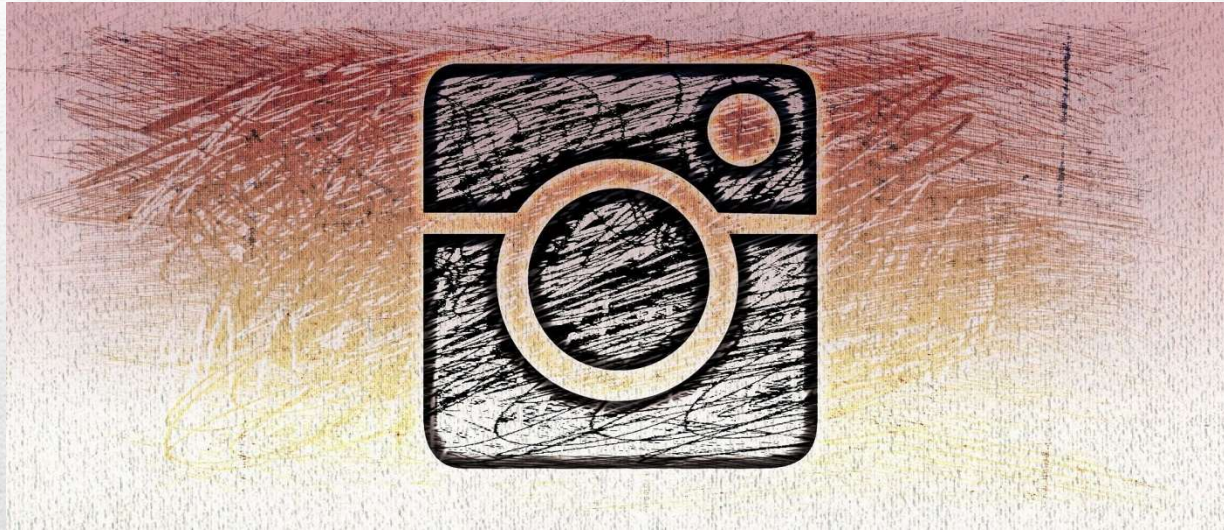


What the #@?!

- Hashtags (#) are labels and make searching categories easier
 - Example: #polio
- The @ symbol is used to denote a person or organization's username
 - Example:
@thomasbhmiller



Images and video



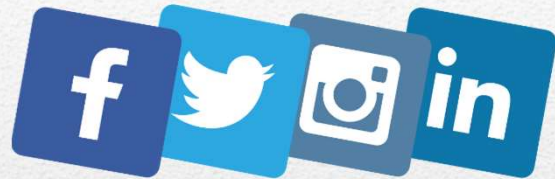
- Include at least one image in every post
- Use video (live and recorded) when possible

Content overview

- Promote our local and international projects
- Promote fundraising initiatives / volunteerism
- Post about external events that we are participating in, and internal events for members only
- Post local news that mentions Rotary
- Celebrate member milestones
- Celebrate partners' successes (i.e. Shelterbox)
- Tell your members' own personal Rotary stories



Connect with me



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